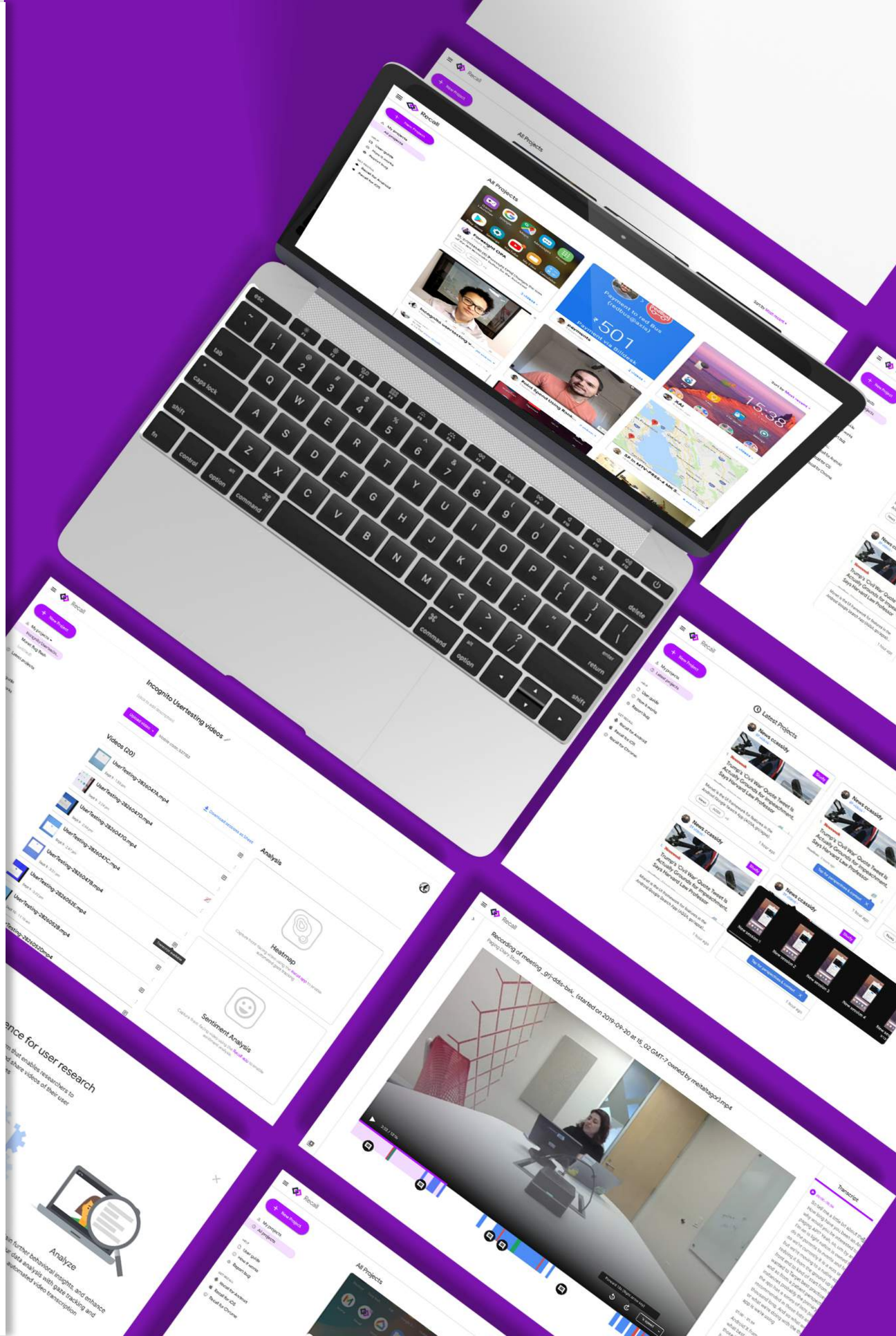
CASE STUDY

Recall

A video platform at Google that enables UX researchers to record, upload, analyze, and share videos of their user studies.

- Product Management
- UX Research
- UX Design
- Illustration
- Development



ABOUT RECALL

Recall is an internal web app used by thousands of UX researchers at Google to record, store, and analyze user studies.

THE TEAM

Design

Front end

Back end

The team was smalll filled those gaps and served as UX researcher and designer, visual designer, illustrator, and as an extra front end developer.

Images of team members are from thispersondoesnotexist.com, for confidentiality reasons.

THE PROBLEM

Recall wasn’t built with design in mind. Pages and flows were disorderly. The app needed a design foundation.

OBJECTIVES

The objectives of this redesign were twofold.

STRATEGY

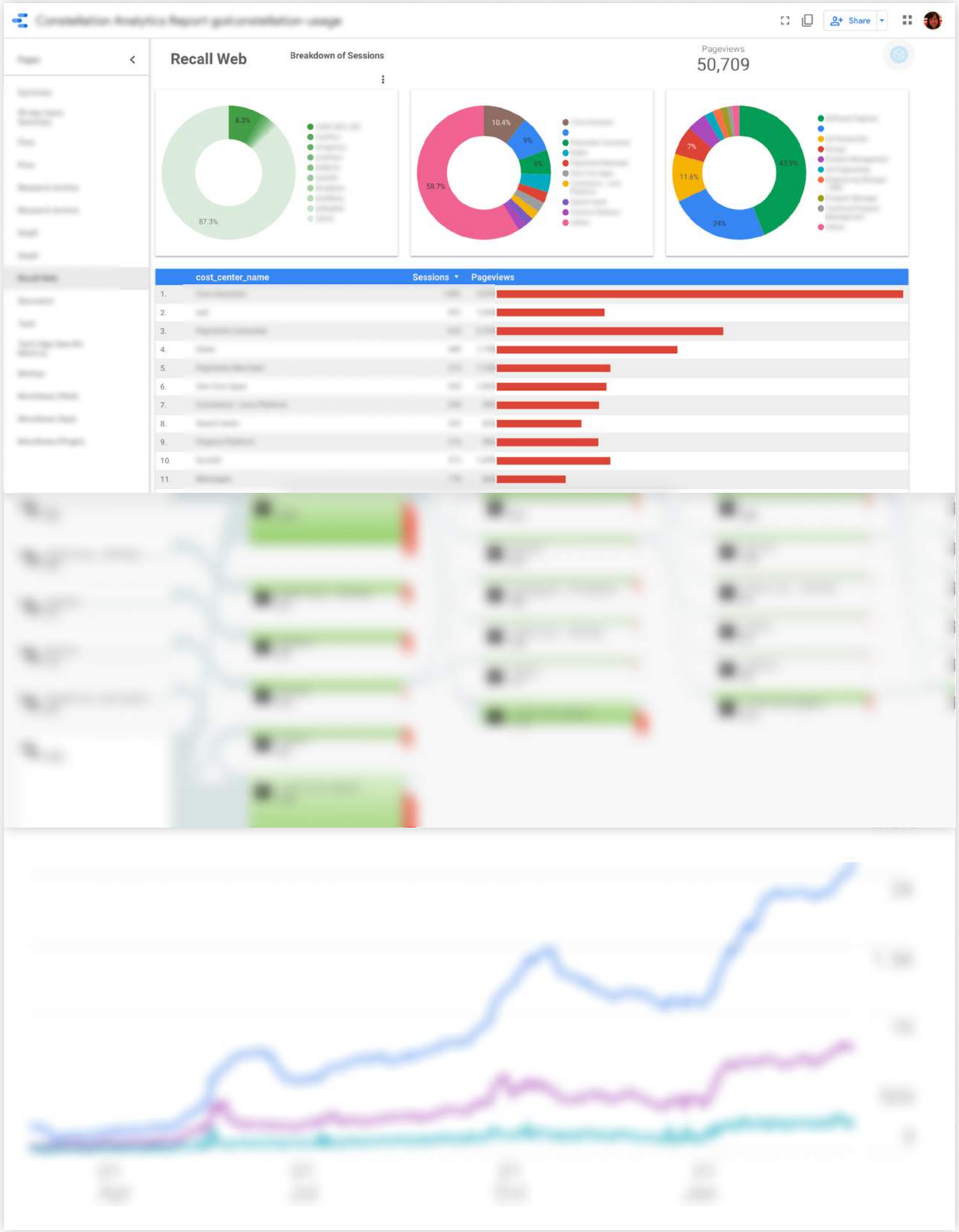
Find out users' frustrations and how Recall fits into the market of similar platforms.

Find out how we can try to capitalize on our niche to win over new users.

Refine the visual design of Recall to position ourselves as a polished product.

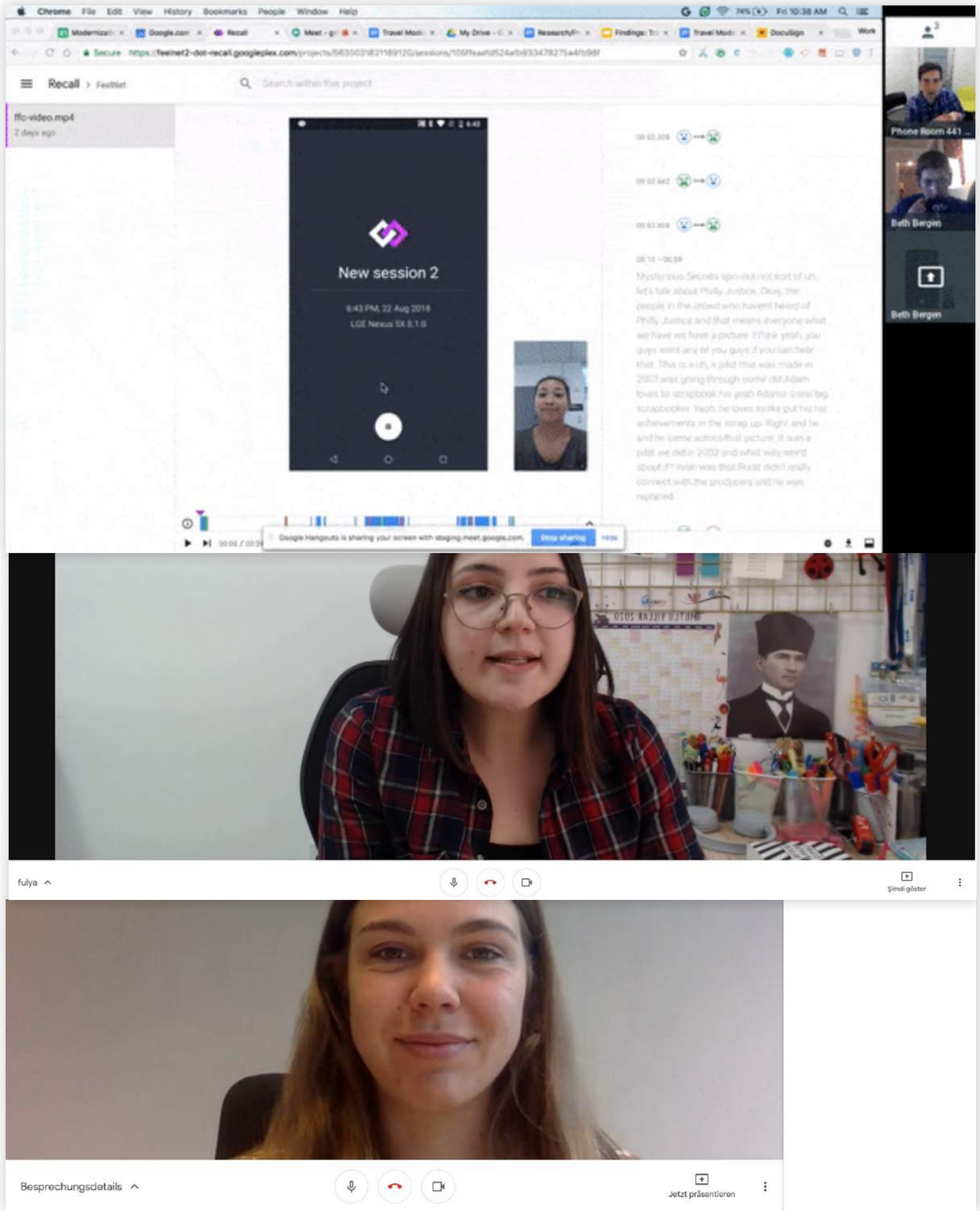
QUANTITATIVE DATA

- Who are our users?
- Who are the most frequent users?
- Where are new users coming from?
- What are our users' stories/journeys?
- Where are users leaving Recall?



QUALITATIVE DATA

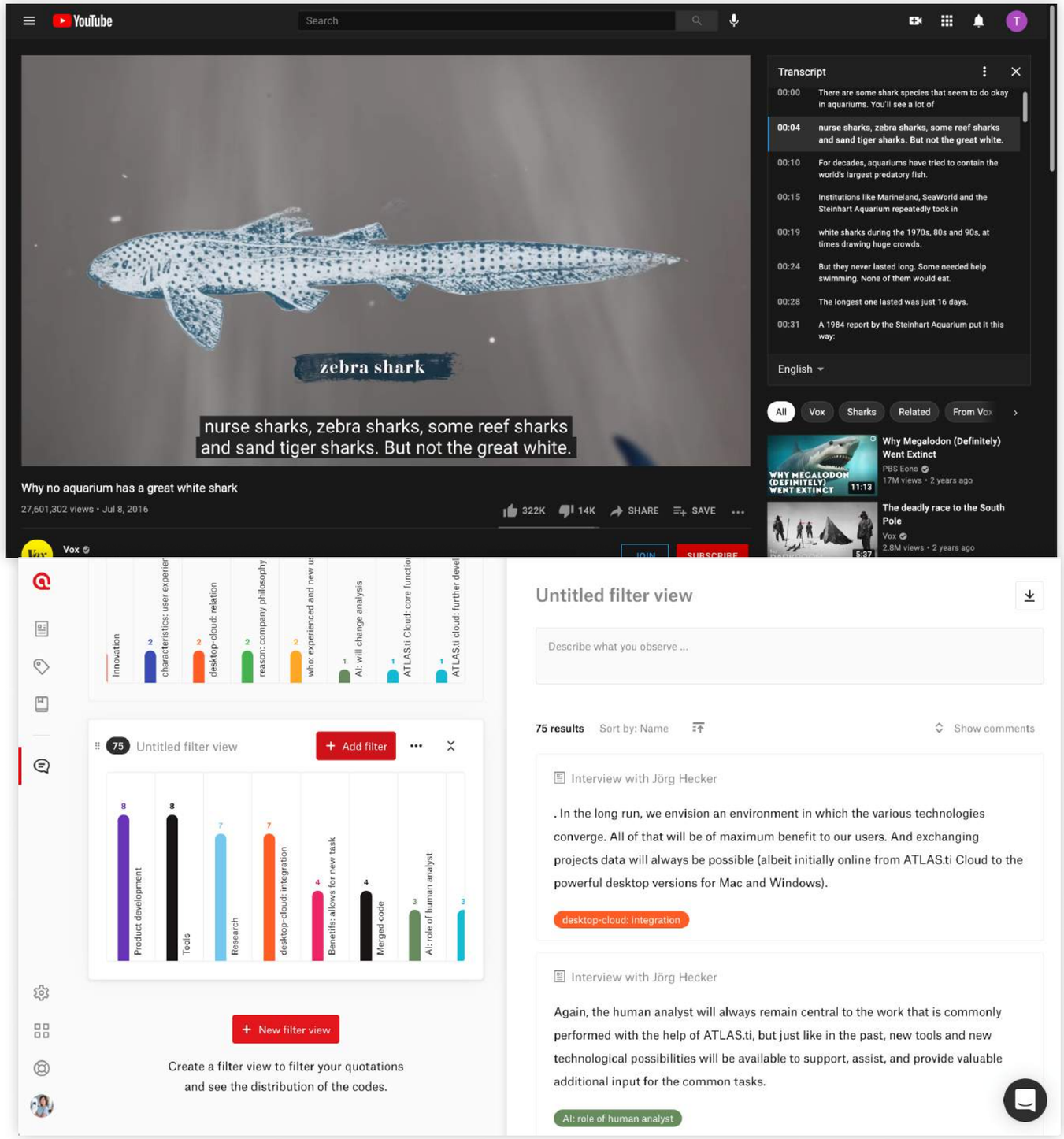
- What pain points are users experiencing?
- How does Recall compare to the competition?
- Why don’t some users who record videos use Recall?
- What are users using Recall to do?



14 informal interviews with users, and 14 with other UXRs.

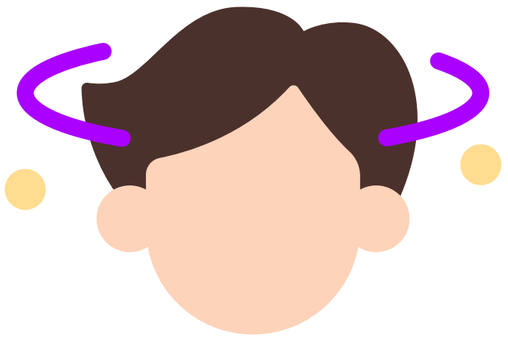
COMPETITIVE ANALYSIS

- How do other platforms position elements like video, transcript, and related videos?
- How do other UX analysis tools present their info?
- What functionality exists in UX analysis software that isn't in Recall?
- What are other tools' main draws?



UI comparison with Youtube and flow comparison with ATLAS.ti.

INSIGHTS

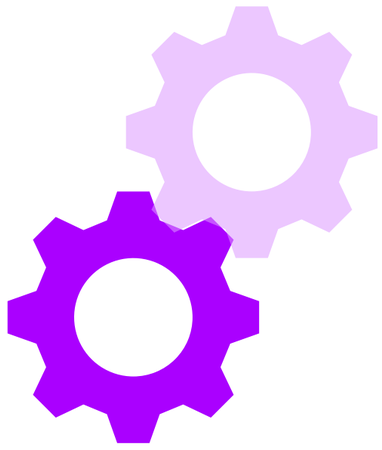


Users feel disoriented

Users did not use the home page because it felt confusing

Home page had 90% drop-off

Users were not aware of most available features



Automation is a big draw

Competing software required manual slow entry/tagging of all text

Only existing alternative to Recall was hiring people on Mechanical Turk

Biggest pain point is errors

93% of interviewed non-user UXRs said they did not trust the transcription and it was unfixable

Users did not get notifications on failure and no retry functionality

USER PERSONAS

UX Researchers

Intended user group that most built-in functionality is for

Long videos, landscape orientation

Frustrated with processing errors

“As a UX researcher, I want to upload videos for automated transcription so that I can analyze studies much more quickly.”

Engineers

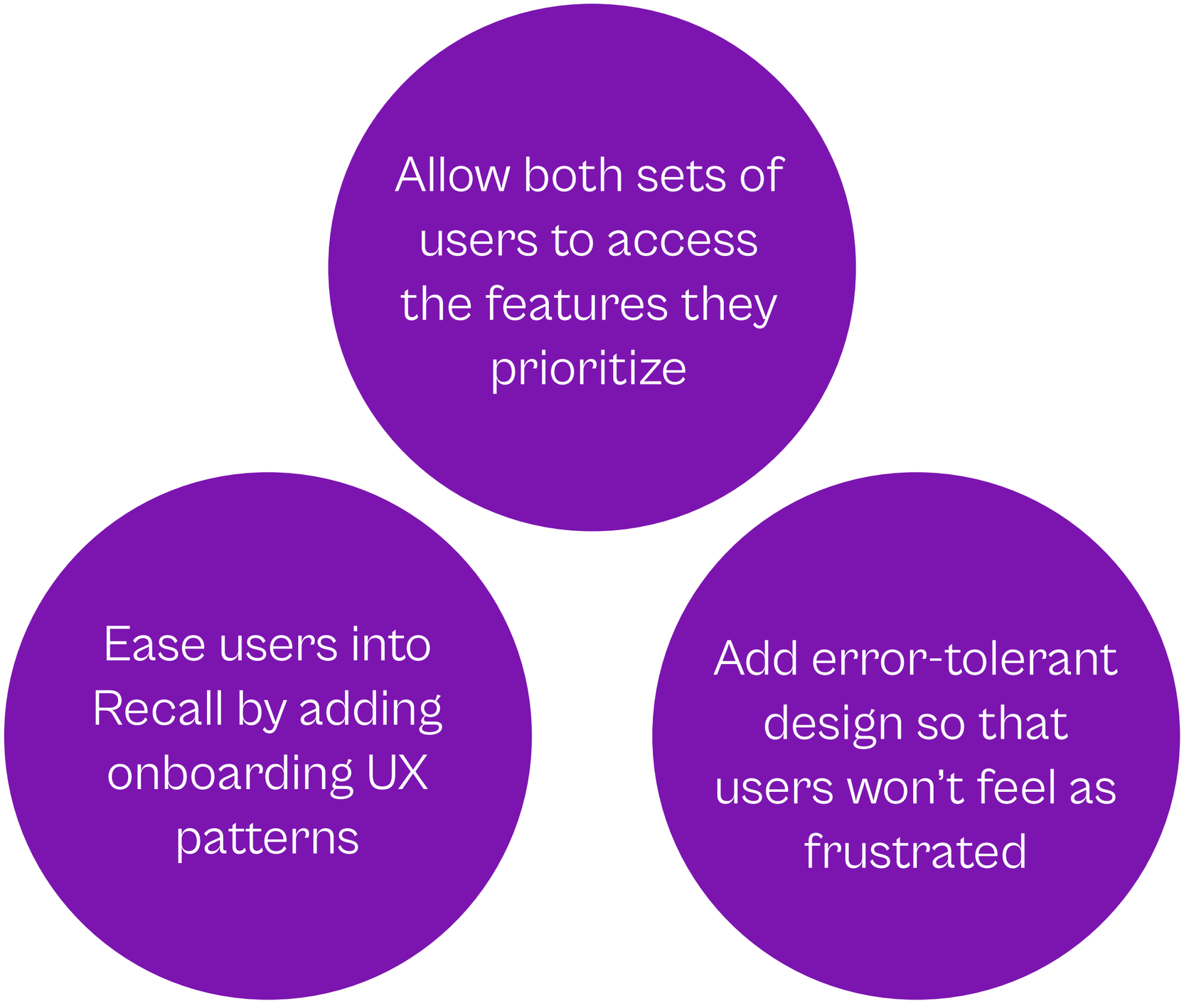
Unintended user group that was found using analytics

Short videos, mostly mobile orientation

Frutrated with uploading errors

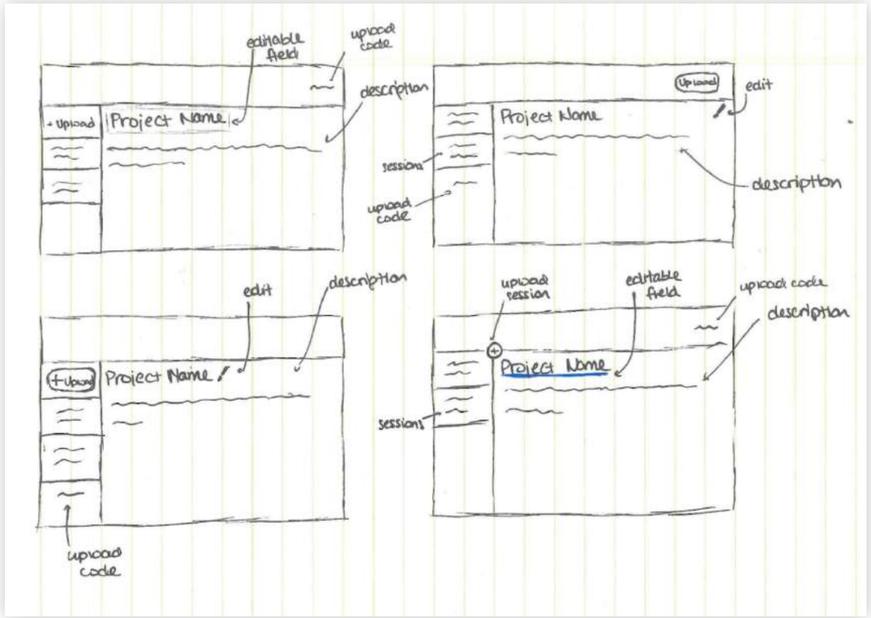
“As a software engineer, I want to upload clips of bugs on mobile apps I’m working on so that I can share with stakeholders.”

GUIDING PRINCIPLES



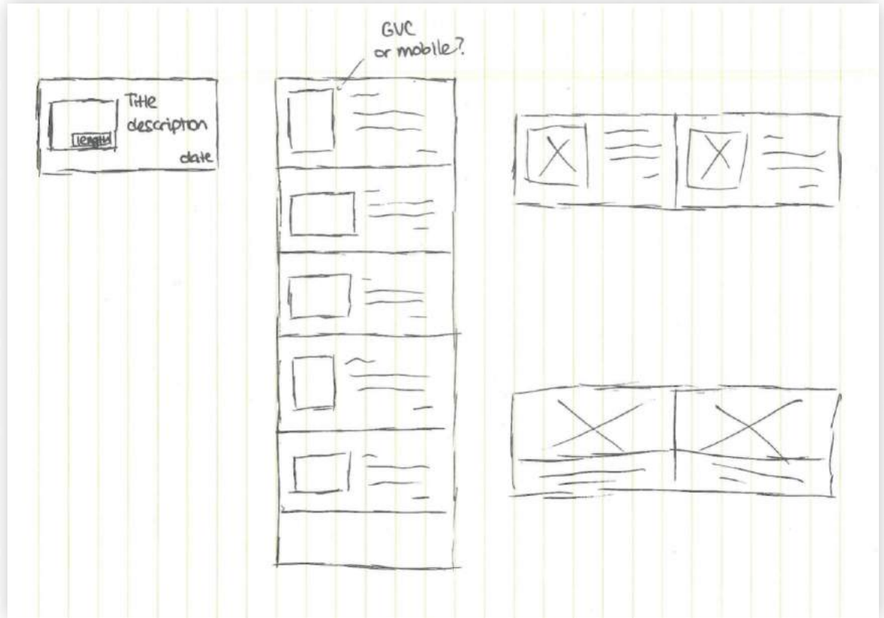
Guiding principles derived from insights to keep in mind going into the designing phase.

WIREFRAMING



Initial wireframes for project page

Exploring choices of metadata and how it can be laid out

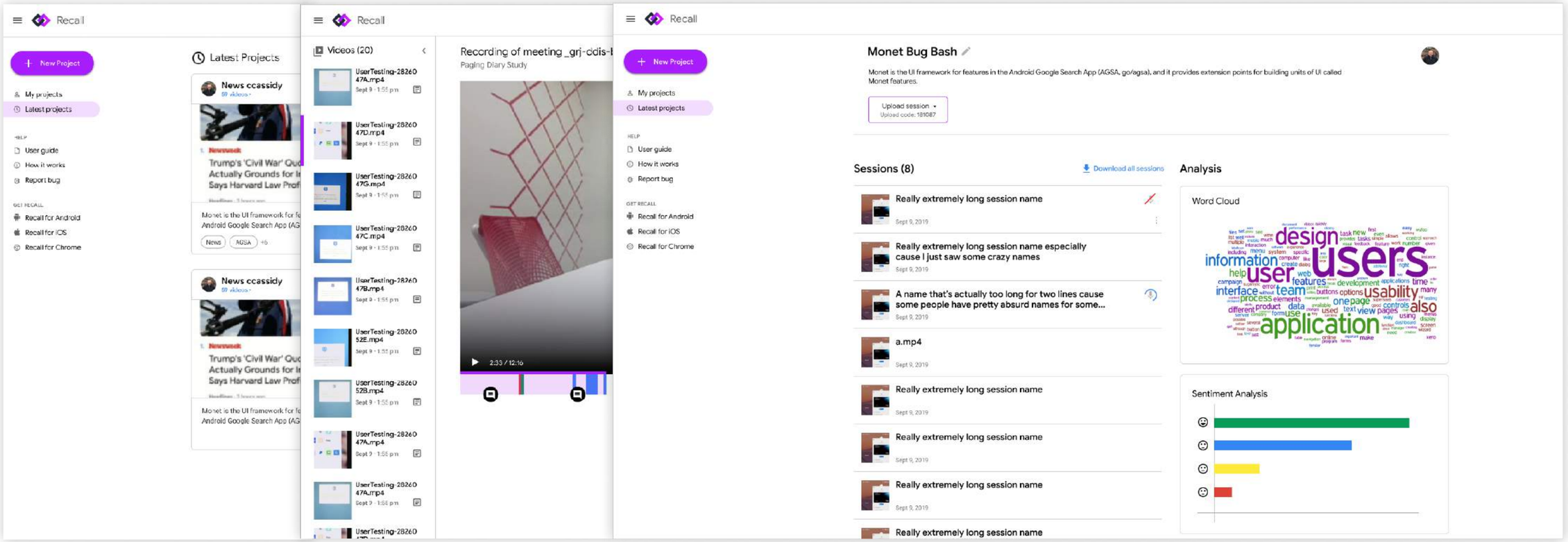


Initial wireframes for video list

Exploring portrait and landscape thumbnails, metadata choices

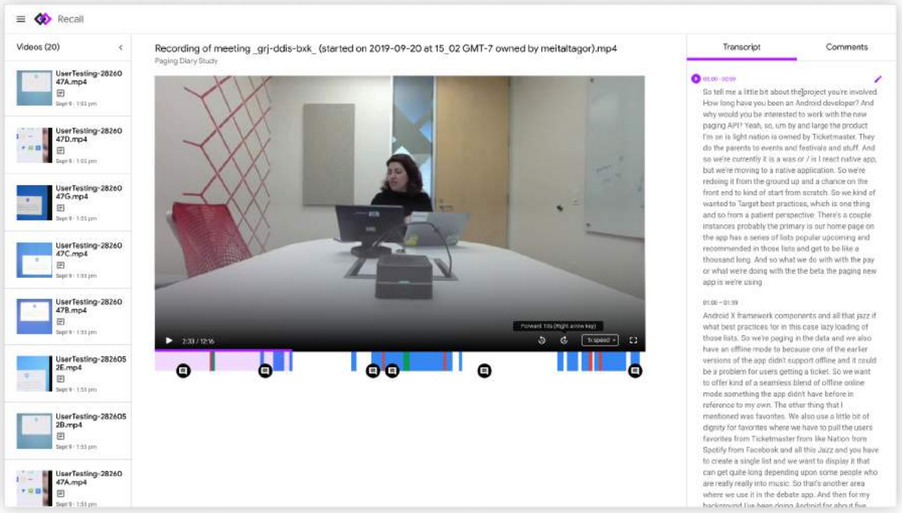
DESIGN PROCESS

Wireframes validated with team members were made into high fidelity mocks, which then went into user validation testing.

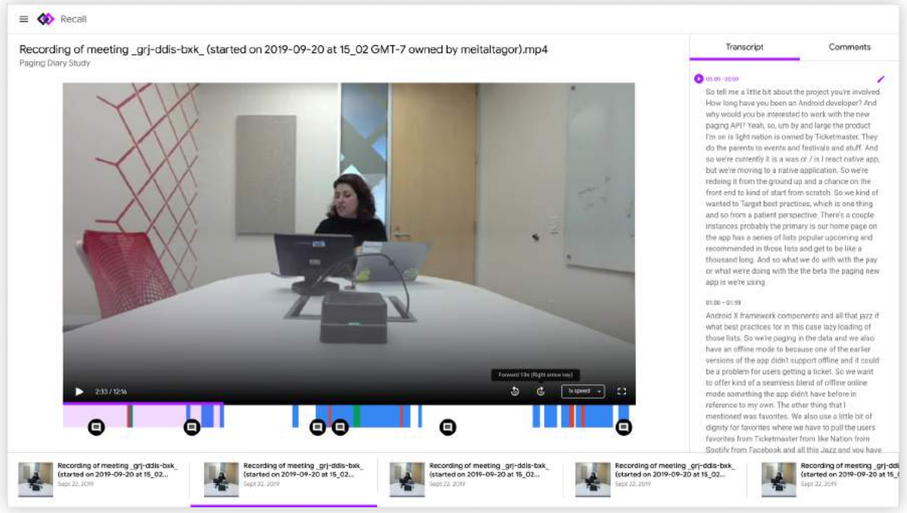


USER VALIDATION TESTING

Before



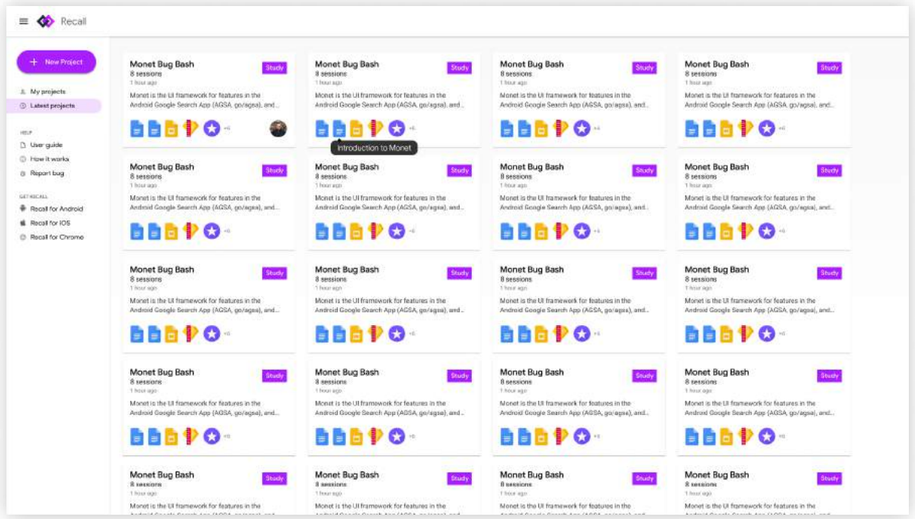
After

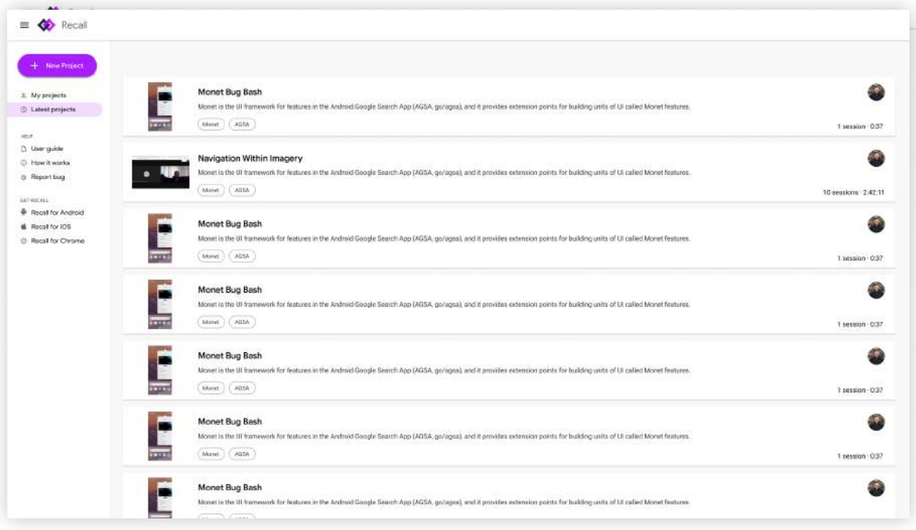


Example: Should the video list go on the side or on the bottom? I found that testing showed most users preferred the bottom, despite the side being a more common UX pattern. Researchers often use desktop videos, which fill the space better. Testing also showed engineers did not see much benefit in placing it on the side for their videos.

USER VALIDATION TESTING

Before





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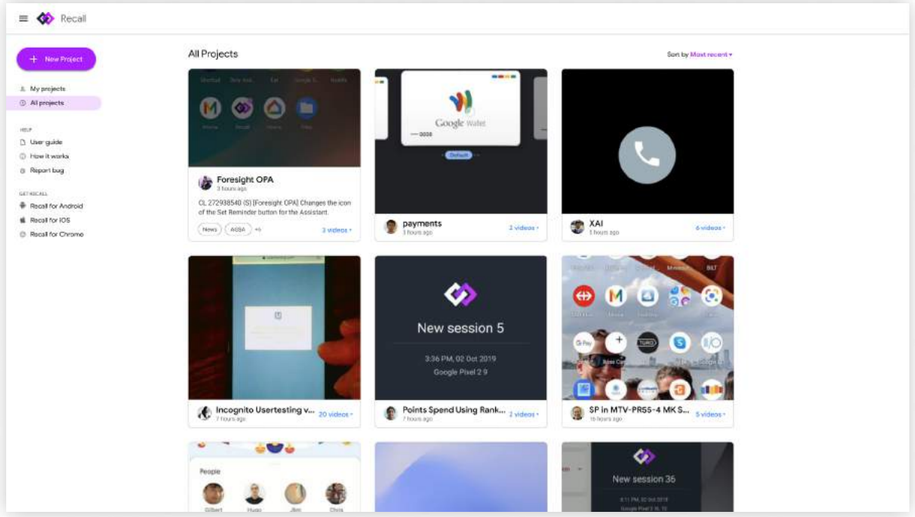
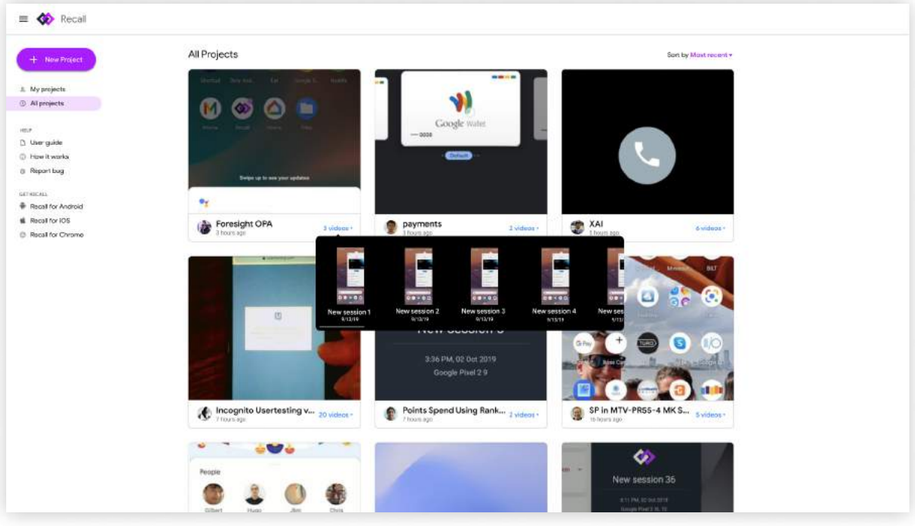
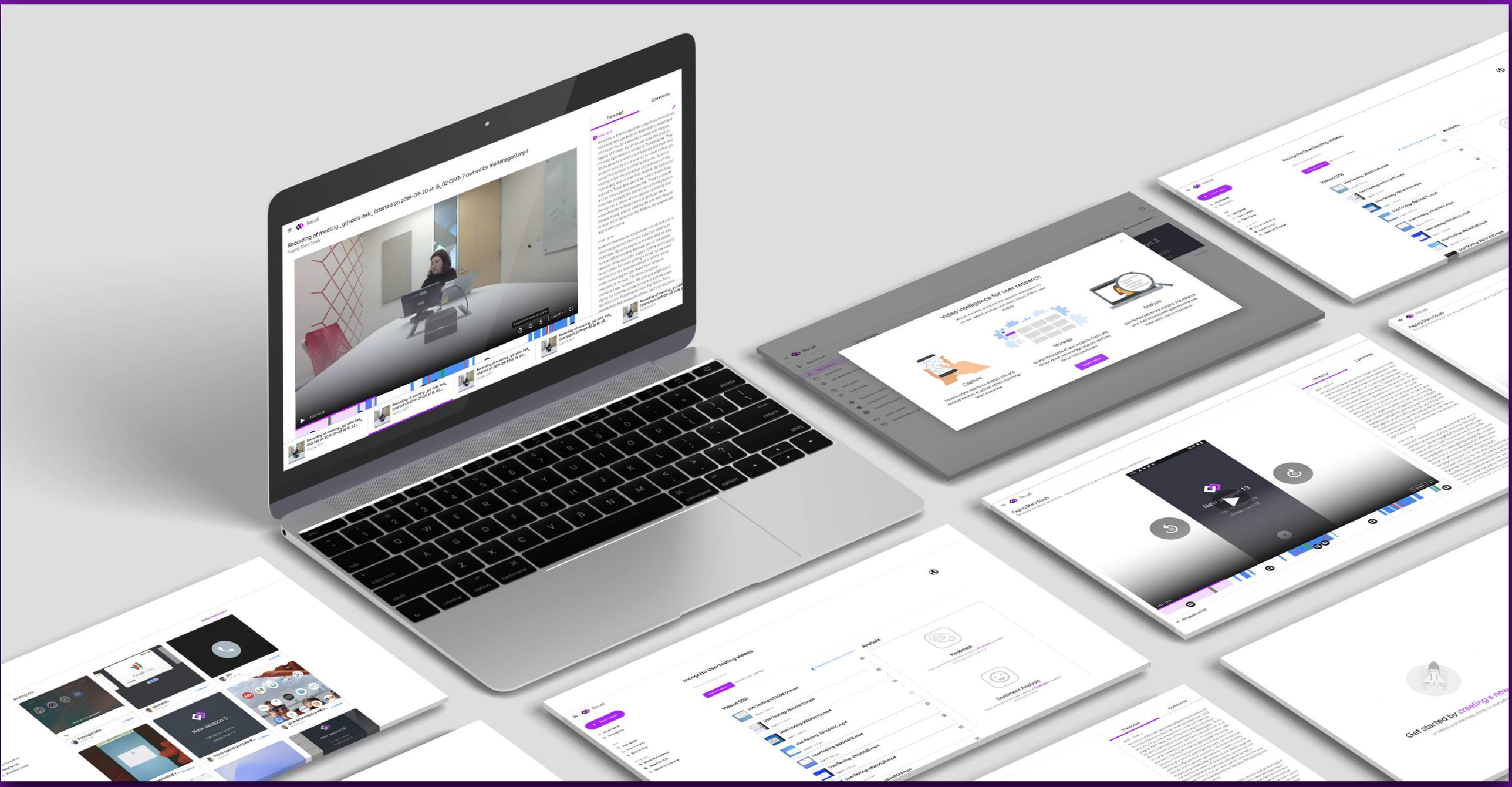


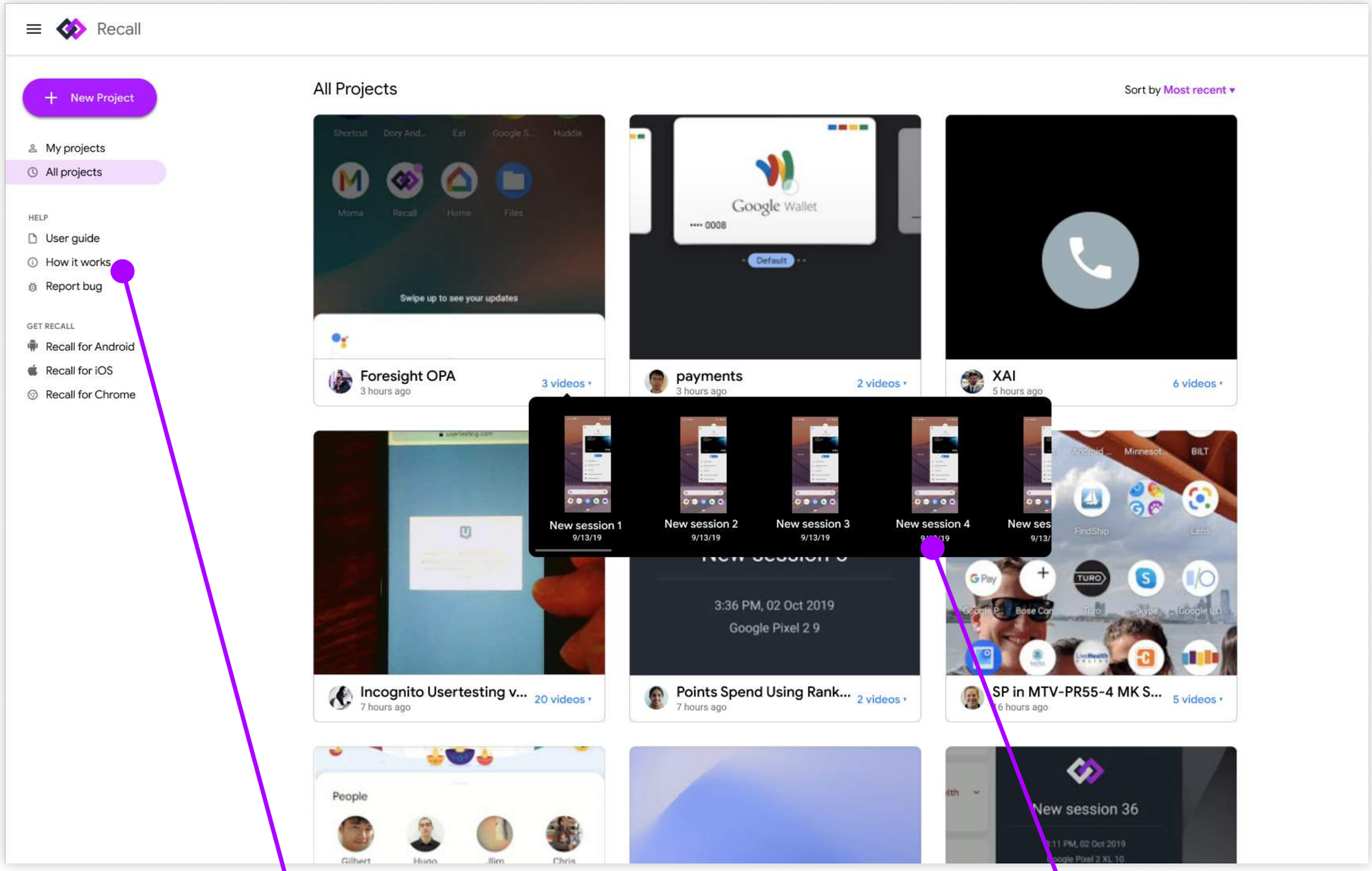


Example: Do users care about showing files? Do users care about seeing the full video image or only a crop as the thumbnail? My testing showed that users preferred seeing a crop that filled the space, even though it would be missing part of the image. My testing also showed that researchers felt related files do not belong in Recall.

FINISHED PRODUCT

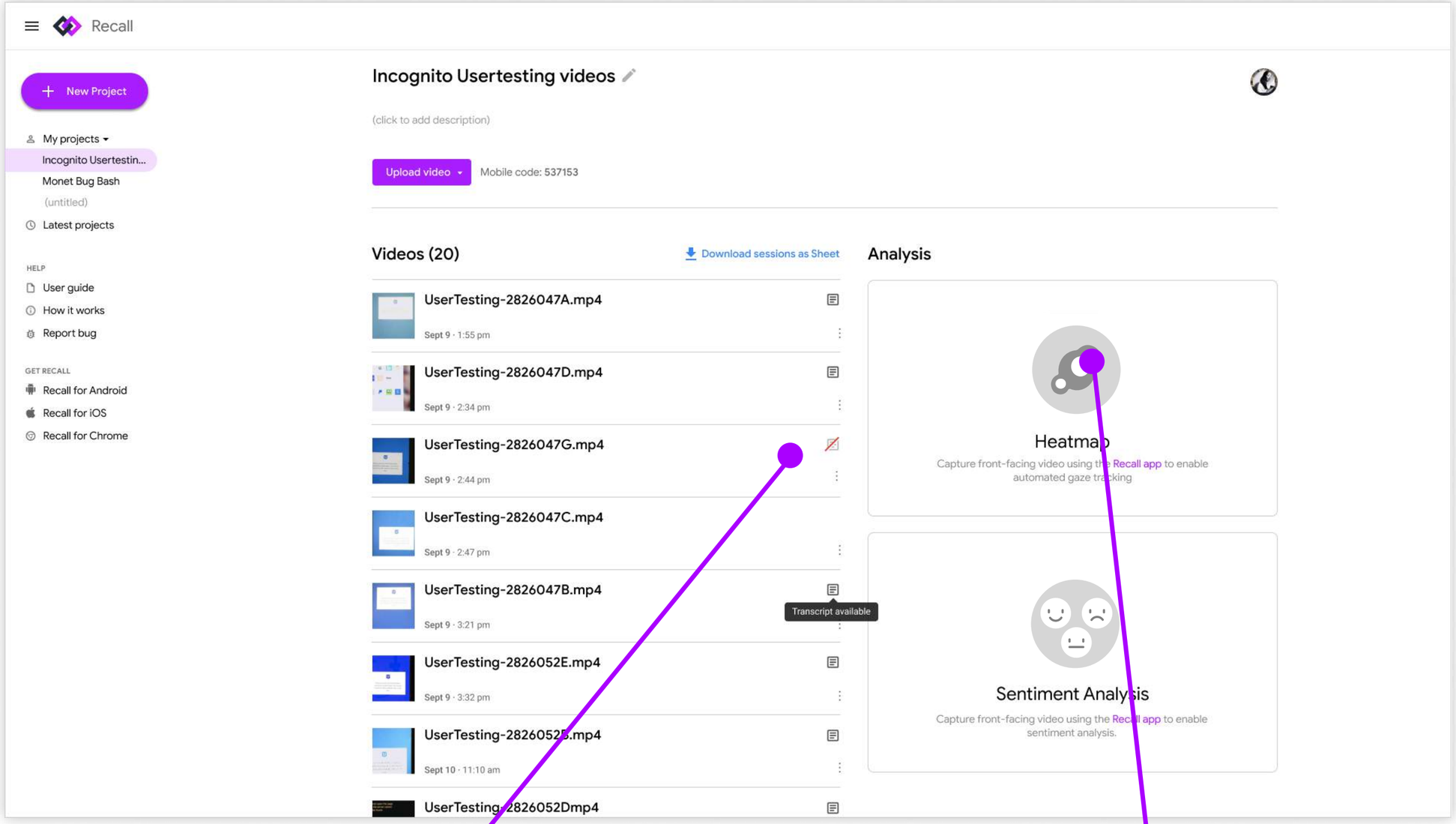


The entire process from initial ideation to final screens took about 3 months to complete.



I found that new users felt disoriented and couldn't find features landing on the homepage for the first time, so I made sure the user guide was surfaced at all times so that they could be eased into the product.

I learned that engineers wanted to keep their flow short and simple, so I added the ability to jump to an individual video. This allows researchers to access project-level metrics while not burdering engineers' flow.



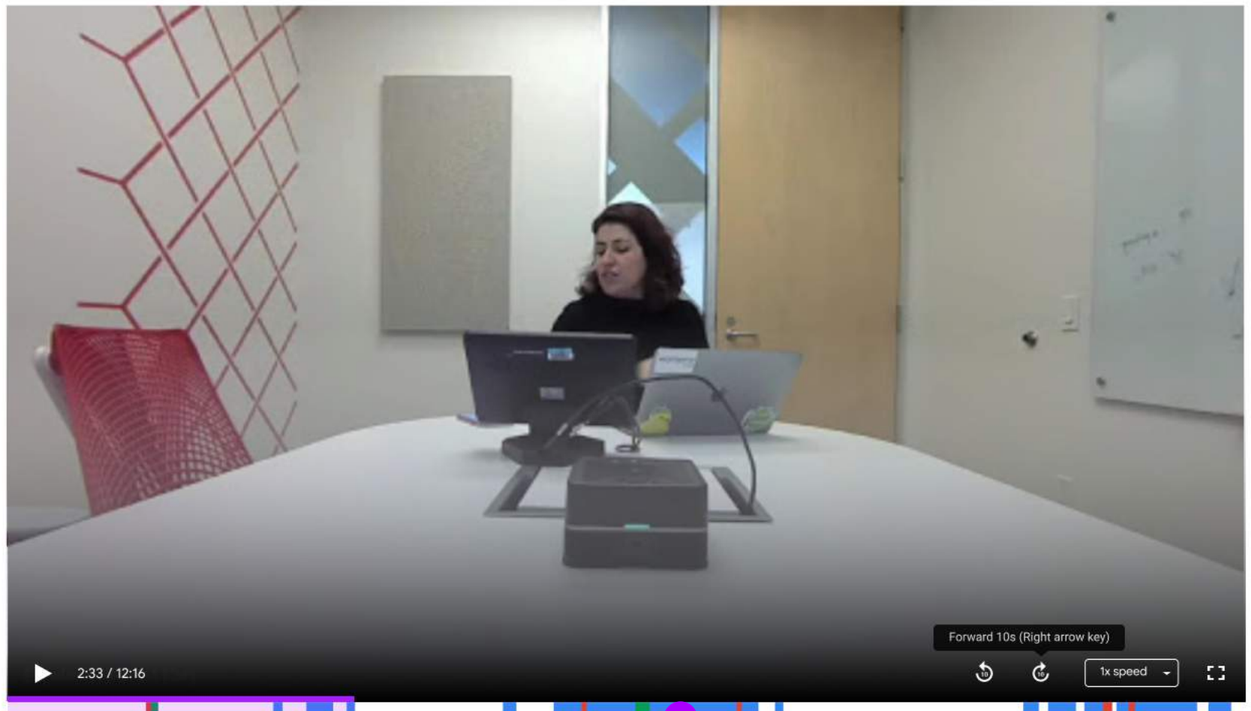
I added icons to let users know at a glance if their automated analysis is in progress, completed, or failed. Users can retry on this screen to reduce frustration.

I created placeholder illustrations as empty states for a complete page to let new users know what functionality exists and how to access it.

Recall

Recording of meeting _grj-ddis-bxk_ (started on 2019-09-20 at 15_02 GMT-7 owned by meitaltagor).mp4

Paging Diary Study



Transcript | Comments

00:00 - 00:59

So tell me a little bit about the project you're involved. How long have you been an Android developer? And why would you be interested to work with the new paging API? Yeah, so, um by and large the product I'm on is light nation is owned by Ticketmaster. They do the parents to events and festivals and stuff. And so we're currently it is a was or / is I react native app, but we're moving to a native application. So we're redoing it from the ground up and a chance on the front end to kind of start from scratch. So we kind of wanted to Target best practices, which is one thing and so from a patient perspective There's a couple instances probably the primary is our home page on the app has a series of lists popular upcoming and recommended in those lists and get to be like a thousand long. And so what we do with with the pay or what we're doing with the the beta the paging new app is we're using

01:00 – 01:59

Android X framework components and all that jazz if what best practices for in this case lazy loading of those lists. So we're paging in the data and we also have an offline mode to because one of the earlier versions of the app didn't support offline and it could be a problem for users getting a ticket. So we want to offer kind of a seamless blend of offline online mode something the app didn't have before in reference to my own. The other thing that I mentioned was favorites. We also use a little bit of dignity for favorites where we have to pull the users favorites from Ticketmaster from like Nation from Spotify from Facebook and all this Jazz and you have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Sept 22, 2019


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Sept 22, 2019


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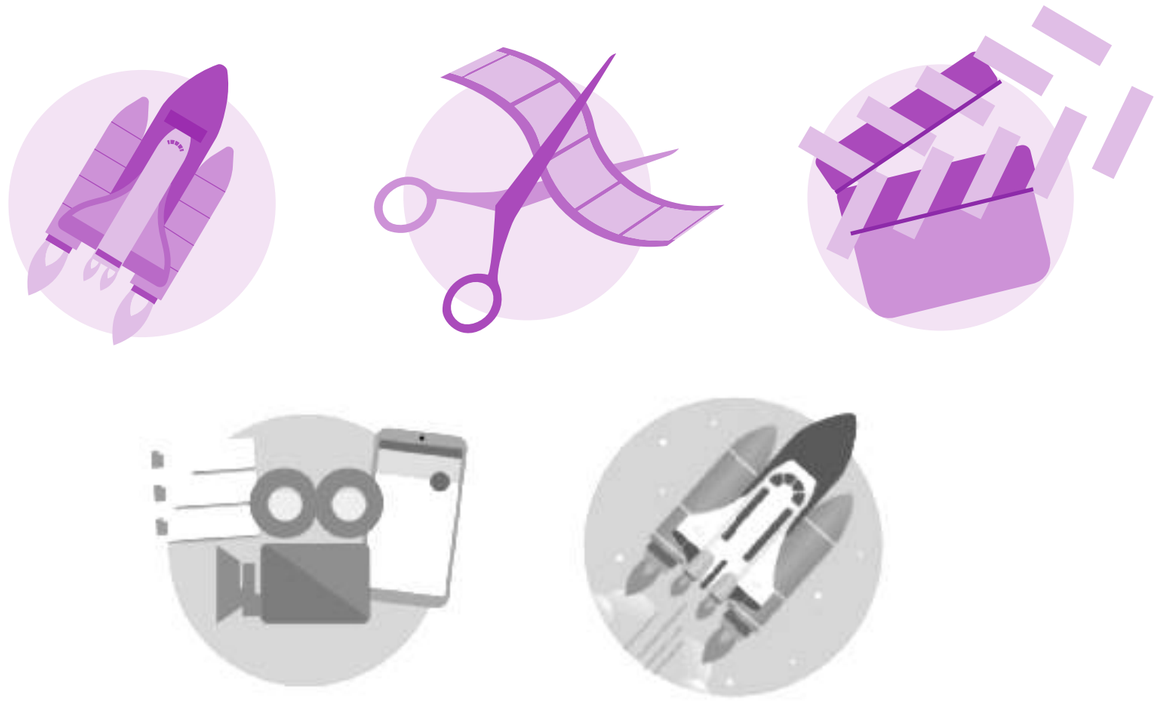
I found that researchers were primarily interested in qualitative analysis, so I added a sentiment bar beneath the video so users can immediately see what the dominant sentiment is.

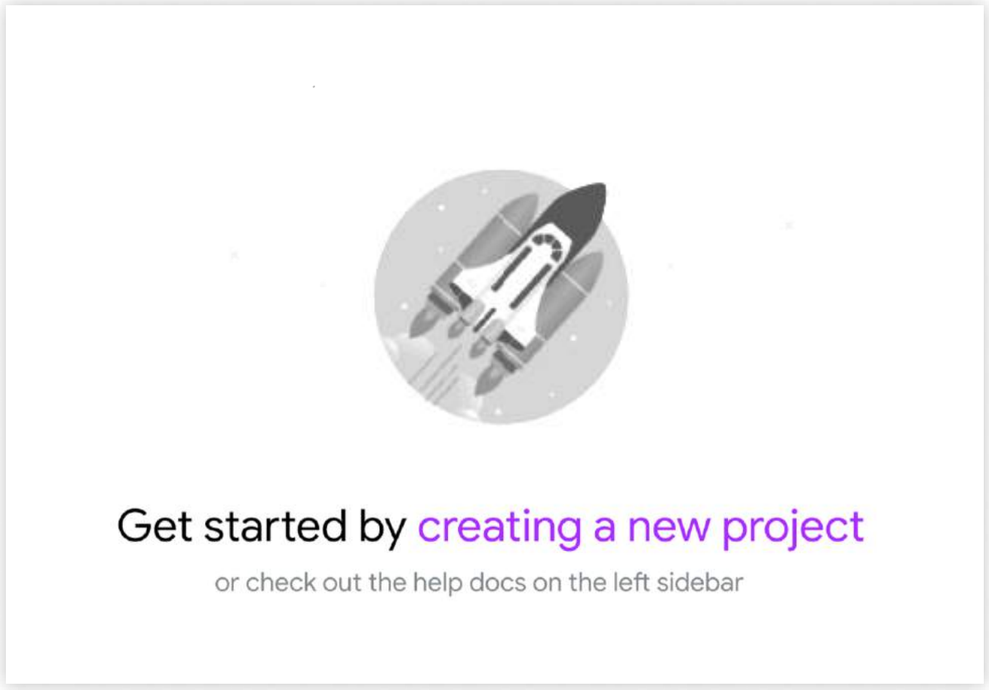
I discovered that researchers felt that the transcriptions were unreliable and unfixable, so I added transcript editing functionality to ease their frustrations.

ILLUSTRATION

I made my own illustrations, extended from the standard Google illustration style.



Example illustrations

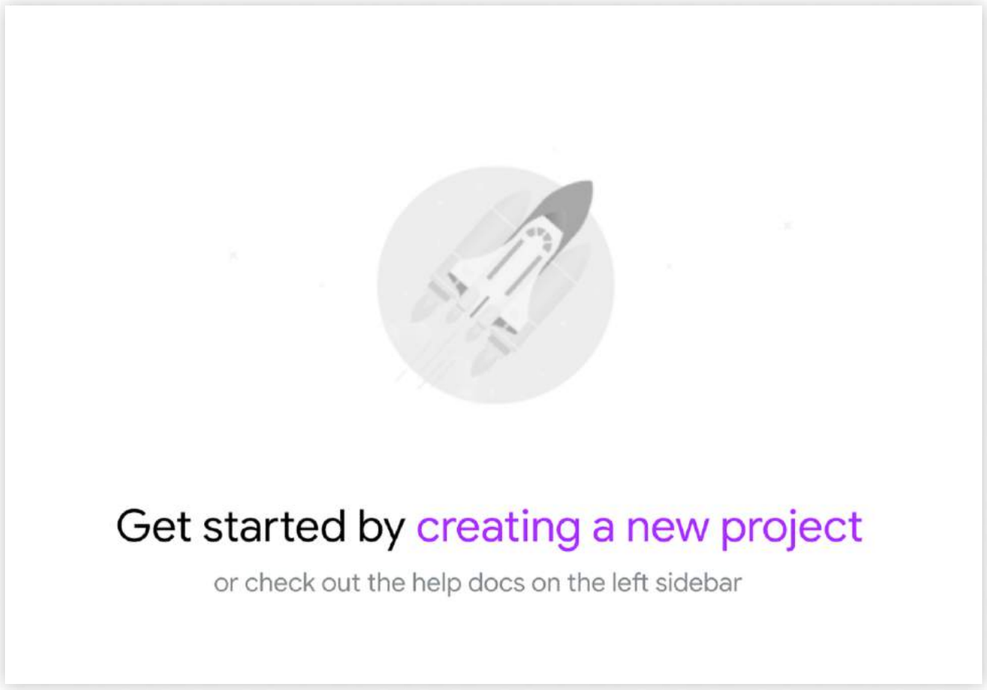


Example illustration usage to complement empty state text

A11Y

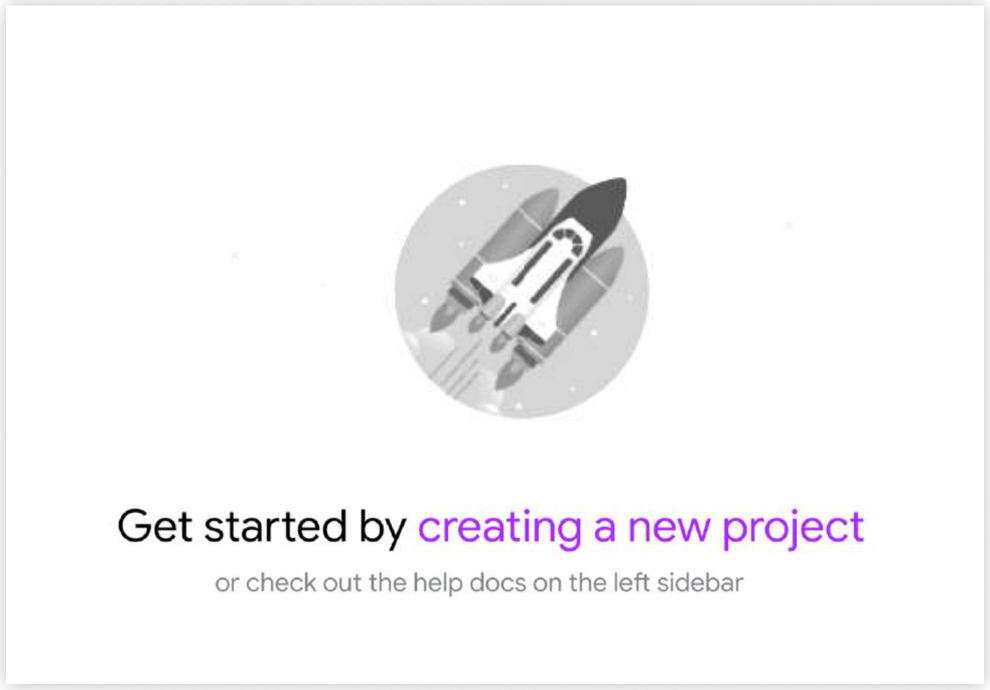
I did a full a11y audit of Recall to make sure everything was colorblind accessible and WCAG AA level accessible.

Fails AA level test



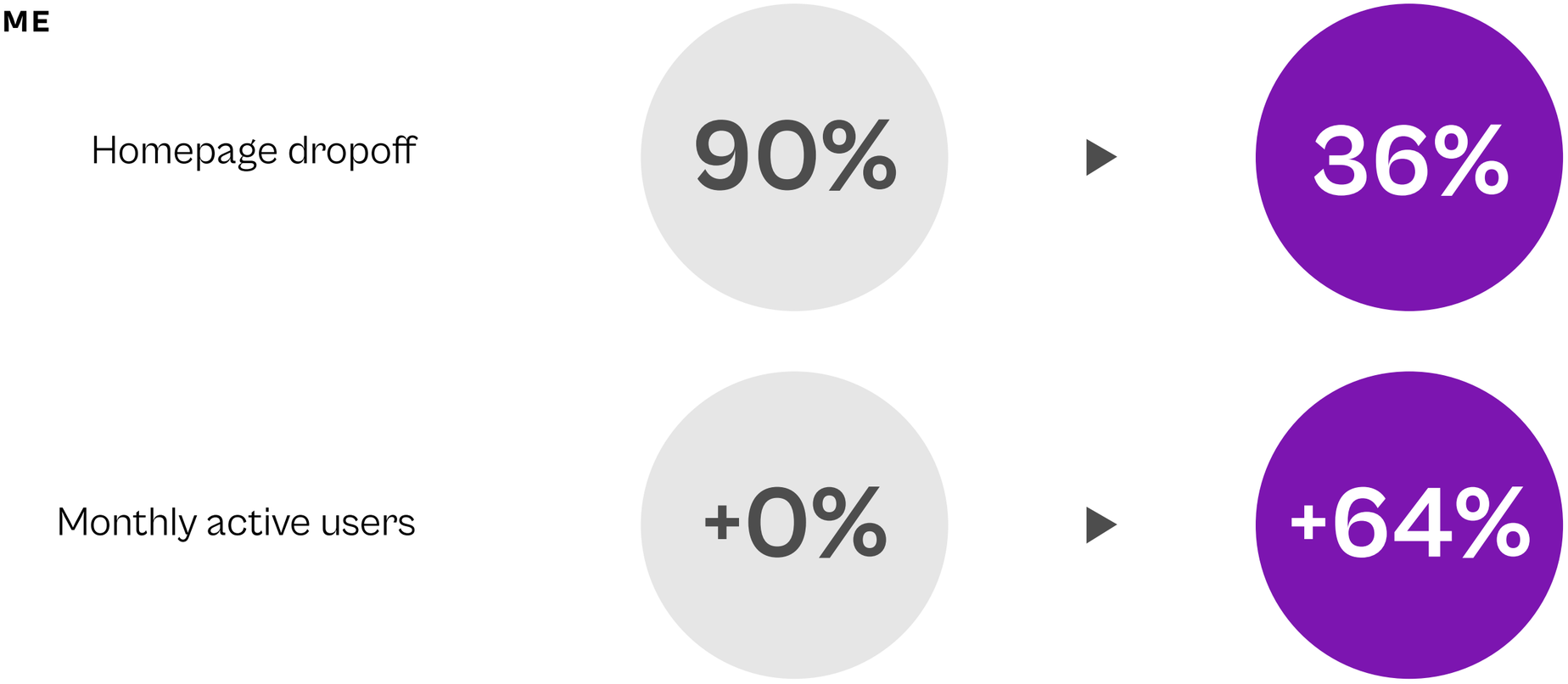
Contrast ratio: 1.16:1

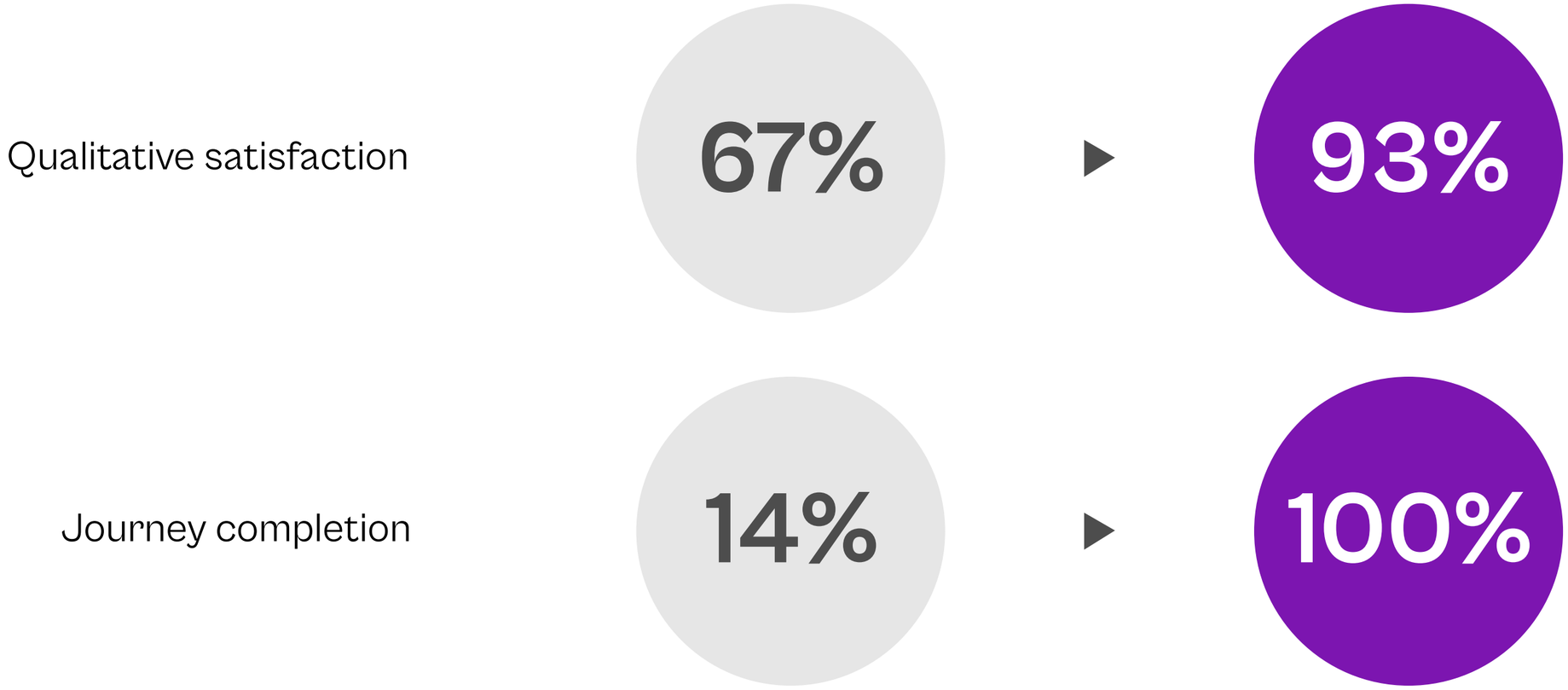
AA level accessibility



Contrast ratio: 4.94:1

OUTCOME


Homepage dropoff
90%
36%
Monthly active users
+0%
+64%


Qualitative satisfaction
67%
93%
Journey completion
14%
100%

“Your beautiful work elevated our branding and creativity and will hopefully lead to higher engagement.

We sincerely appreciate your willingness to jump right in, conceptualize, and iterate with us.”

-- Recall tech lead